GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:4970
ANSWERED ON:20.12.2002
CENTRAL COTTAGE INDUSTRIES CORPORATION
JAYABEN B. THAKKAR

Will the Minister of TEXTILES be pleased to state:

(a) the role of Central Cottage Industries Corporation of India Ltd. in promoting the cottage industries/handicrafts of the country in the world market;

(b) the achievements made in this regard;

(c) whether the turnover of the corporation has declined during the year 2001-2002 as compared to 2000-2001;

(d) if so, the details thereof alongwith the reasons for the decline in turnover; and

(e) the efforts being made to improve the situation including product development?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI BASANAGOUDA R. PATIL (YATNAL)

(a) The Central Cottage Industries Corporation of India Ltd. (CCIC) is engaged in marketing of high quality handicrafts and handlooms produced by craftsmen located in various parts of the country through its various emporia in the country visited by a large number of foreign tourists. The Corporation also exports handicrafts and handloom items against orders.

(b) Projection of arts, culture and traditions of the country by CCIC has earned a name for India anda high reputation in the world market.

(c) Yes Sir.

(d) The Corporation registered a turnover of Rs. 53.30 crores in the financial year 2001-2002 against a turnover of Rs. 57.41 crores in the financial year 2000-2001 showing a decline of Rs. 4.11 crores over previous year. The decline was due to recession in the world and Indian economies and a substantial fall in foreign tourist arrivals in India especially after 11th September, 2001.

(e) In order to improve the profitability of the Corporation, a number of exhibitions in its showroom as well as in other locations in the country are being held for enhancing customer exposure to the premium Indian handlooms and handicrafts products. Product development is also being undertaken by involving leading designers in the field as also sourcing more products from award winning craftsmen.